A Study on Consumer Awareness and Challenges associated with Dynamic Pricing in Tourism Industry with Special Reference to Rajasthan

Synopsis of the Research Proposal

Submitted for the Registration in the

Ph.D. Program (Part-Time) in Management

By

PRAGYA SHRIVASTAVA
(21BSDJPPH004)

Under Supervision of

Dr. Archana Rathore
Associate Professor

THE ICFAI UNIVERSITY JAIPUR

Table of Content

Sr. No.	Headings	Page No.
1	Introduction	1-3
2	Literature Review	4-13
3	Present Study	14-16
4	Research Methodology	17-20
5	Data Analysis / Discussion	21
6	Limitations & Delimitations	22
7	Work Plan of the Research	23
8	Tentative Chapter Scheme	24
9	References	25-27

Introduction

History of the Tourism Sector in India

The development of the Indian tourism industry began in the 19th century when the Sir John Sargent Committee was established in 1945 to promote and develop Indian tourism. In 1966, ITDC (Indian Tourism Development Corporation) came into existence and played a vital role in the country's tourism industry's development, promotion, and growth. India's tourism sector is a significant economic multiplier and is becoming increasingly important as the country strives for rapid economic growth and employment creation. India is covered in beauty in all its nooks and corners.

Tourism didn't take off until after the 1980s. The then government took some important initiatives. The Indian government released its first tourism policy in 1982. The goal of the First Tourism Policy was to advance sustainable tourism as a tool for social and economic inclusion and advance India's reputation as a nation with a proud past, a thriving present, and a promising future. Six main categories, including swagat (welcome), suchana (information), suvidha (facilitation), suraksha (safety), sahyog (cooperation), and Samrachana (infrastructure development), would be the focus of the policies developed to do this.

The National Committee on Tourism was established by the Indian Planning Commission in 1986 to create a future plan for the tourism industry. Additional tax exemptions on foreign exchange profits from tourism were among the concessions the central government announced for the industry. With a capital fund of Rs. 100 crores, the Tourism Development Finance Corporation was established in 1987 to provide commercial financing for the tourist sector. Another important National Action plan for Tourism was announced in 1992.

In the year 2002, the Government of India announced National Tourism Policy. This policy is based on a multifaceted strategy that incorporates innovative marketing tactics, capacity building in the hospitality industry, faster or more rapid implementation of tourism project development, and integrated tourism circuits. Positioning tourism as a significant engine of economic growth is the primary goal of the National Tourism Policy of 2002.

Contribution of Tourism to the Indian Economy: The Present Scenario

The outlook for the next decade is looking very positive with India accounting for one in five of all new Travel & Tourism jobs globally," stated Julia Simpson, President & CEO of the WTTC (World Travel and Tourism Council). Tourism industry in India holds major importance for the country because tourism provides fuel to economic development of the country. Tourism is the third largest foreign exchange earner for the country. Before the epidemic, India's travel and tourism sector contributed 7% of the country's GDP ($212 billion) in 2019. The sector's economic contribution to the country might increase by 1% from 2019 to almost U.S. $215 billion in 2022. With an 8.3% increase in employment this year, there will be close to 35 million jobs in the travel and tourism industry. The industry is predicted to develop at an average annual rate of 7.8% over the next ten years, outpacing the country's overall economic growth rate of 6.7%, and eventually account for 7.2% of the country's GDP, or over U.S. $457 billion.

Mode of Operating a Tourism Agency

The travel industry is filled with travel agents and sellers, some of whom make their money via online sites and some who walk a more traditional path. The travel industry in India is operating through two different modes, online and offline respectively.

Offline Tourism

Offline Travel Agents means travel agencies (including corporate travel departments) and others who (i) operate so-called “brick and mortar” offices (i.e., physical offices rather than web sites) at which they are contacted by their customers, (ii) are in the business of providing travel-related services to others. Offline agents operate with a small group of agents and no larger nationwide affiliation. These agents may have websites, but they will do the majority of their selling via face-to-face consultations. Legwork, word-of-mouth and local advertising are the driving forces behind independent agency success. Agents work on a commission basis with a small base salary and typically provide specialized services and travel advice to their niche audience.

Online Tourism

The term "online or digital tourism" refers to how a customer **use digital tools to organize, manage and even enjoy the travel experience.** "Digital tourism" therefore uses all of the tools of digital transformation to change how we travel and how the sector itself operates. Online travel bookings can be made directly on the website of a service provider (e.g., reserving a hotel room directly on Marriott.com) or through online travel agencies (OTAs), which aggregate the facilities provided by many travel and tourism-related companies. OTAs sell travel and tourism-related products such as hotel rooms, airline tickets, cabs, and holiday packages through websites and apps **Shalini et al. (2020)** [1]. Globally, the online booking segment of the travel and tourism industry is projected to reach a size of $1091 billion by 2022.

[1] Talwar, S., Dhir, A., Kaur, P. and Mantymaki, M., Barriers toward purchasing from online travel agencies. International Journal of Hospitality Management, Volume 89, 2020.

Literature Review

Tao at el. (2022) [2], this paper proposed an online-offline periodicity-aware information gain network, OOPIN, for travel destination prediction on OTPs. The key components of the model were (1) an offline mobility pattern extractor, which extracts spatial-temporal periodicity along with the sequential dependencies from the visited city sequence; and (2) an online multi-interests exploration module that discovers destinations that the user might be interested in but not yet visited from their online interaction data.

Online travel agencies (OTAs) are expanding their services to many segments of the travel and tourism industry. While they are beneficial to travellers, OTAs also face a great deal of consumer resistance.

Cassia, F, Castellani, P, Rossato, C, and Baccarani, C (2021) [3]**,** in this study researchers have discussed the growing interest in accessible tourism, delivering high-quality tourism experiences to people with disabilities (PwD) remains a major challenge. Beyond a number of acknowledged barriers (e.g. cultural, architectural, relational), the main issue is the lack of coordination amongst the many actors participating in the co-creation of tourism experiences. This paper intends to advance available knowledge on this issue by conceptually suggesting a solution that draws on the concepts of the tourism experience and digital ecosystems. This paper is developed as a conceptual contribution, drawing also on an illustrative example that considers a tourist with a mobility disability as the focal actor. Findings: The results indicate that a digital ecosystem could contribute to making tourism locations more accessible by enabling information sharing and coordination amongst all actors that co-create the tourism experiences. Moreover, the analysis underlines that tourism locations should be designed to be useable by all people, drawing on the principles of universal design. This paper describes a path to fostering accessible tourism, drawing on local authorities,

---

[2] Tao, W., Li, L., Chen, C., Chen, Z. and Wen H., When Online Meets Offline: Exploring Periodicity for Travel Destination Prediction. SIGIR ’22, July 11–15, 2022, Madrid, Spain,2022.

[3] Cassia, F., Castellani, P., Rossato, C., & Baccarani, C., Finding a way towards high-quality, accessible tourism: the role of digital ecosystems. TQM Journal, 33(1), 205–221, 2021. https://doi.org/10.1108/TQM-03-2020-0062

particularly municipalities and universities. The suggested solution would benefit from future empirical analyses to assess its strengths and weaknesses. Originality/value: By drawing on the concept of digital ecosystems, this paper is amongst the first studies to suggest a path to making tourism locations more accessible to all tourists (with or without disabilities) based on technology.

Stienmetz, J., Kim, J. (Jamie), Xiang, Z., & Fesenmaier, D. R. (2021) [4]**,** in this study researchers have determined that understanding the nature of tourism experiences holds the key to effectively managing tourism destinations. Research in psychology, economics, geography, marketing and, more recently, services management, offers new insight into consumer experiences which are defined by moment-to-moment and as discreet (and summarized) events. This paper synthesizes this literature and then identifies emerging tools such as blueprinting and journey mapping which enable design solutions to better manage tourism experiences. Finally, the implications and directions of this new moments-based paradigm for designing tourism experiences are discussed.

Cahyadi, H. S., & Newsome, D. (2021) [5], This paper provides a brief account and rapid assessment, utilizing qualitative data, of the impact of COVID-19 on domestic and international tourism activity in geoparks in Indonesia. The popularity of geoparks and associated heavy domestic visitation have given rise to over-tourism scenarios such as congestion, littering, waste disposal problems, ecological damage and localized declines in air quality. The COVID-19 Pandemic resulted in the closure of all tourist destinations in Indonesia, including geoparks and this had a significant economic impact on tourism actors when business premises were forced to close and staff in the tourism industry lost employment. Following closure of geoparks, management perceived a decline in negative impacts and realized the scope to undertake recovery work at damaged sites. However, evidence from wildlife tourism hotspots suggests

---

[4] Stienmetz, J., Kim, J. (Jamie), Xiang, Z., & Fesenmaier, D. R., Managing the structure of tourism experiences: Foundations for tourism design. Journal of Destination Marketing and Management, 19, 2021. https://doi.org/10.1016/j.jdmm.2019. 100408

[5] Cahyadi, H. S., & Newsome, D., The post COVID-19 tourism dilemma for geoparks in Indonesia. International Journal of Geoheritage and Parks, 9(2), 199–211, 2021. https://doi.org/10.1016/j.ijgeop.2021.02.003

increased poaching and deforestation has occurred in protected areas due to reduced conservation actions and ranger patrols during the lockdown. The Indonesian Government has developed a five-point action plan to assist recovery of the sector. Following the lifting of restrictions, previously observed, pre-COVID-19 Pandemic, heavy visitation problems have been re-established. This situation has the capacity to lead to negative visitor perceptions and unsustainable environmental conditions. We posit that the over-tourism 'problem' requires attention and research in order to provide solutions to ongoing traffic congestion, crowding and associated negative impacts in Indonesian geoparks.

Sánchez, M. S. O., Castro-Serrano, J., & Robina-Ramírez, R. (2021) [6], The objective of this research is to obtain and analyze discursive information on the problems and solutions of the tourism sector in an eminently rural region, such as Extremadura, based on the opinions of stakeholders, in order to incorporate them into the evaluation and tourism planning of the region. More specifically, on the situation of the sector, perceptions on profitability and return on investment, the problem of overnight stays, and coordination between tourism agents and training demands, in order to make a sustainable tourism sector in a rural region. The research starts from the following premise: for tourism to be sustainable, stakeholders must participate in the strategic decision-making process. This paper aims, on the one hand, to clarify sufficiently the state of the art regarding the validity of focus groups and their analysis as a research methodology, explaining how to address the main challenges implied by this technique by reviewing a selection of research works that we consider relevant in this field. On the other hand, an analysis of the tourism sector in Extremadura is carried out based on these group dynamics. The main result, after analyzing the discourse of six focus groups, is that the different opinions of their members reveal, despite everything, that the training of human capital in the tourism sector in rural environments is a pending issue.

---

[6] Sánchez, M. S. O., Castro-Serrano, J., & Robina-Ramírez, R., Stakeholders' participation in sustainable tourism planning for a rural region: Extremadura case study (Spain). Land, 10(6), 2021. https://doi.org/10.3390/land10060553

Ma, S., He, Y., & Gu, R. (2021) [7], We consider the supply chain in the tourism industry, in which tourists are susceptible to the tourists' green tourism experience when they make purchase decisions for a green tourism product. Our research considers a green tourism supply chain (GTSC) consisting of one scenic spot (SS) and one travel agency (TA), and studies the joint green tourism service, pricing and advertising problem of the SS and the TA. We establish Stackelberg differential game models between the SS and the TA in the centralized, decentralized and revenue-sharing scenarios, and apply Pontryagin's maximum principle to obtain the dynamic equilibrium solutions of the GTSC members. Based on the three different scenarios, we analyze influences of the tourists' green tourism experience concern level, the wholesale ticket price and the sharing ratio on the optimal decisions and performances of the GTSC. This paper is the first quantitative research to study the green tourism service effort, pricing and advertising strategies of the GTSC members and design GTSC improvement contract with considering the green tourism experience. Our results provide management insights for the SS and the TA to manage GTSC under the green tourism preferences and the green tourism experience of tourists.

Purnomo, A., Idris, I., & Kurniawan, B. (2020) [8], Tourism is one of the most effective solutions to overcome poverty in rural communities. The economic benefits derived from the diversity of livelihoods are a reason for them to preserve their environment - the research gap in this paper aimed at sustainable tourism in the tourism management community group. Design research used to explain how community understanding in sustainable tourism management is descriptive qualitative. The survey was carried out in three villages supporting the Baluran National Park. In total, there were 53 data collected by interview. The analysis shows that sustainable tourism based on reasons for a sense of ownership of the surrounding environment. This knowledge generates the economic benefits they get from providing tourist services. Changes in managerial patterns for the management of Baluran National Park, in the form of

---

[7] Ma, S., He, Y., & Gu, R., Joint service, pricing and advertising strategies with tourists' green tourism experience in a tourism supply chain. Journal of Retailing and Consumer Services, 61, 2021. https://doi.org/10.1016/j.jretconser.2021.102563

[8] Purnomo, A., Idris, I., & Kurniawan, B., Understanding local community in managing sustainable tourism at Baluran National Park - Indonesia. Geojournal of Tourism and Geosites, 29(2), 508–520, 2020. https://doi.org/10.30892/gtg.29210-485

service restrictions, provide opportunities for the community to be involved in tourism activities. In this case, support from the government can be a catalyst for tourism development. The result is an improvement in the quality of life of the people.

Chimirri, D. (2020) [9], While tourism scholars have increasingly recognized the significance of collaboration as an essential element in tourism development, there is a lack of theoretical and empirical research centering on (trans)local collaboration as a central means for future tourism development in Greenland. The purpose of this paper is to analyze the conceptual and analytic potentials and challenges of collaboration in an explorative case study. The paper applies a case study approach to scrutinize collaboration in the setting of a tourism workshop in South Greenland. This research approach is exploratory in nature and focuses on collaborative activities among participants from different research institutions and countries, from Campus Kujalleq in Qaqortoq, small-scale enterprises and businesses, managers of destination marketing organizations and local fishermen. Four "collaborative configurations" emerged during the workshop. These inspire and challenge ways of (re)conceptualizing collaborative tourism development in South Greenland and call for the reconsideration of the present approach toward tourism development for shaping new possible future(s) of tourism in the Greenlandic context. The relevance of this paper emerges from the crucial significance that tourism actors in Greenland credit collaboration. Moreover, by approaching development issues from within and mutually developing possible practice solutions through collaboration with local tourism actors, the paper aims to give voice to the local community, which currently is lacking in the debate on tourism development in Greenland.

Zemła, M. (2020) [10], Even though overtourism became the object of extensive scientific research only three years ago, different definitions and approaches to the issue can be seen. However, it is still in the initial phase of research, and there are numerous gaps in our knowledge of the reasons and solutions to this issue. The main aim of the

---

[9] Chimirri, D., Collaborative configurations of tourism development: a Greenlandic example. Journal of Tourism Futures, 6(1), 24–39, 2020. https://doi.org/10.1108/JTF-01-2019-0006

[10] Zemła, M., Reasons and consequences of overtourism in contemporary cities-Knowledge gaps and future research. Sustainability (Switzerland), 12(5). 2020. https://doi.org/10.3390/su12051729

paper is to summarize different approaches and points of view on the overtourism issue. This includes searching for reasons of tension between tourists and visitors in particular destinations. They are presented partially in tourism literature but also in the literature dealing with urban studies, sustainable development and other areas. This aim was achieved through a literature review and the deduction method. The paper identifies several different factors that stimulate overtourism. Some of them are acknowledged in most publications. They are a growing number of tourists, new solutions in the information technologies (IT) business and the availability of cheap flights. Other factors such as management mistakes in particular destinations are underlined from time to time. Finally, some factors are expressed very rarely. They are the growing popularity of city tourism and the shift from 3S (sea, sun and sand) to 3E (education, experience, entertainment) tourism. Identification and general overview of those factors is intended to be an important contribution to the contemporary scientific knowledge on overtourism. The analysis of the factors recognized allowed to point out significant weaknesses of our contemporary knowledge on overtourism. A radical shift of the approach to the governance of cities as tourism destinations, as well as filling theoretical gaps and creating effective tools to manage tourism development in cities are postulated. Several directions of the future research are presented in the conclusions of the paper. Some practical recommendations for decision-makers in particular cities are also included.

Talwar et al. (2020) [11] in their study extends the innovation resistance theory (IRT) to examine the barriers to positive purchase intentions toward OTAs. A mixed-method research design with open-ended essays and a cross-sectional survey is used to test the proposed model. Findings suggest that the benefits barrier is the chief inhibitor of purchase intentions. In comparison, privacy and security concerns and the vulnerability barrier show a positive association with intentions. As a moderator, visibility influences the strength of the association between the benefits barrier and purchase intentions.

[11] Talwar, S., Dhir, A., Kaur, P. and Mantymaki, M., Barriers toward purchasing from online travel agencies. International Journal of Hospitality Management, Volume 89, 2020.

Parga Dans, E., & Alonso González, P. (2019) [12], This study aims to identify the factors that constitute the social value of heritage in relation to sustainable tourism. To do so, this paper provides a theoretical contribution by unifying the fields of heritage management and sustainable tourism through a mixed-method approach. It showcases the social dimension of the World Heritage Site of Altamira, Spain, combining qualitative and quantitative techniques. Research findings provide information about the multiple factors determining the social value of heritage, namely: existential, aesthetic, economic, and legacy values and the risks associated with underestimating the contemporary social value. Ultimately, this research paves the way for improving normative approaches toward sustainable tourism and, offers practical solutions to the challenges faced by the Altamira and other World Heritage Sites.

Perkumienė, D., & Pranskūnienė, R. (2019) [13], Debates on overtourism, as a challenging phenomenon, are becoming more and more active. The purpose of this integrative review paper is to discuss the right to travel and residents' rights in the context of overtourism and sustainable tourism, analyzing different scientific and legal sources. The integrative review analysis shows that overtourism and sustainable tourism are important contexts influencing the changing meaning of the right to travel and the right to live. On the one hand, the overtourism context makes the voices of residents more important to be heard, while on the other hand, the sustainable tourism context influences the discussion of the right to travel, asking tourist voices to be considered more important. The results of this integrative review also show the importance of rethinking the concept of sustainability in tourism as a holistic principle of democracy and as a degrowth movement and open the broader discussion for future tourism research development. The problem of overtourism could be solved by striving to develop sustainable tourism goals, thus balancing equality between the right to travel and residents' rights. The presented integrative review paper is preliminary work; further research is needed in order to find possible concrete solutions for overtourism.

---

[12] Parga Dans, E., & Alonso González, P., Sustainable tourism and social value at World Heritage Sites: Towards a conservation plan for Altamira, Spain. Annals of Tourism Research, 74, 68–80,2019. https://doi.org/10.1016/j.annals.2018.10.011

[13] Perkumienė, D., & Pranskūnienė, R., Overtourism: Between the Right to Travel and Residents' Rights. Sustainability, 11(7), 2138, 2019 https://doi.org/10.3390/su11072138

Arora (2019) [14], in her study studied the customers' preferences with respect to online travel agents (websites and apps) in India and summarized the arguments and counterarguments within the scientific discussion on the issue of the Online Travel Industry, its evolution and demand. The study aids the travel industry to understand their respective customers better, helping them stay and make repeat purchases. The results showed that customers preferred certain factors more than others.

Chang et al. (2019) [15]**,** in this paper researcher, has investigated how OTAs and hotels cooperate and compete with each other for customer revisits at the same time in multi-channel environments. While OTAs can attract customers through service quality on their website, hotels can attract customer revisits through perceived value. The results showed that OTA website service quality has a negative effect on the intention to rebook via hotel websites and the intention to rebook via OTA and hotel websites indeed have a negative relationship.

Van der Rest et al. (2016) [16], in their research claimed that the position of a hotel on the search page of a booking site has a significant impact on the likelihood of being booked. However, this placement-based probability depends on the specific attributes of a hotel. The study found that the facilities provided by a hotel affect its position on the booking site and the volume of bookings.

Dahiya and Batra (2016) [17], discussed the travel industry selecting between online and offline modes. The researchers investigated the future prospects of online retail in the travel industry in India. The competitive strategies of offline travel agents to counter the online insurgency and the stress on the “Incredible India” campaign have been

---

[14] Arora, S., Customer Behaviour- Online Travel Industry in India. Socio Economic Challenges, Volume 3, Issue 1, 2019. https://doi.org/10.21272/sec.3(1).90-98.2019.
[15] Chang, Y.W., Hsu, P.Y. and Lan, Y.C., Cooperation and competition between online travel agencies and hotels. Tourism Management, Volume 71, pp. 187-196, 2019.
[16] Van der Rest, J.-P.I., Cordella, P., Loosschilder, G., Schwartz, Z., Connecting search marketing to hotel revenue management: conjoint analysis as a methodology to evaluate the optimal online travel agency commission fee. Serv. Sci. 8, 2016. https://doi. org/10.1287/serv.2016.0137.
[17] Dahiya, K.S. and Batra, D.K., Travel industry selecting between online and offline mode. International Journal of Scientific and Research Publications, Volume 6, Issue 9, pp. 694-701, 2016.

analyzed. The study was limited to the geographical boundary of Delhi and NCR. The findings revealed that both the travel agents and customers are inclined towards the online mode due to cost saving and convenience respectively.

Begum (2014) [18], in the case study on the scenario of e-retail in the Indian tourism Industry, stated that travel e-retail is the fastest-growing sector of India with a 12% annual growth rate. The SWOT analysis of the online travel industry in India was general but re-iterates the advantages that the internet provides. Convenience is the biggest strength, being able to offer a lower price is another prominent feature. Opportunities are affordable air tickets, increased FDI in retail increase in consumer spending and income. The weaknesses identified are the focus on the urban population, lack of big investment for expansion, doubts about the online payment methods and its security. Threats being cyber security, trained and qualified personnel, high investing and lack of rural coverage.

Smaranda et al. (2014) [19], in this paper the researchers have compared online v/s offline tourist behaviour and their prospects. The research was qualitative and exploratory in nature. Data was collected using the online portal 'isondaje.ro'. The word association technique was used in association with Chinese portraits. 346 respondents were interviewed and the snowball sampling technique was used. Tourist behaviour profiles were found identical in online as well as offline modes. The role of the internet is considered important for tourism destinations. It was found that tourists explored more information which was reliable and they can plan well their holidays. In online mode tourist was alone however he gets good information. While in the offline mode he has to rely on somebody else and he needs others for the information.

Ernest and Young (2012) [20], reported on Rebirth of E-Commerce in India, discussed various aspects of e-commerce in India and their resurgence including the Online

---

[18] Begum Zafreen, E-retailing- A case study of online Travel industry of India. International Journal of Research in Science and Technology, 1(1), 50-54, 2014.
[19] Smaranda, C., Carman, N., Marius, B. and Mihaela, T., Comparison between online and offline tourism using association techniques, JEL classification: L83, 2014.
[20] E & Y, Rebirth of E-commerce in India. Retrieved from https://www.ey.com/Publication/vwLUAssets/Re-birth_of_e-Commerce in India / $ FILE / EY_RE BIRTH_OF_ECOMMERCE.pdf, 2012.

Travel Industry (OTA). The report predicted that the diversification of OTAs is the trend and this is still seen in the case of Oyo rooms, diversifying into OYO townhouses and now shared workspaces (2019). The report supports OTAs as the biggest business-to-customer (B2C) category, and the presence of the government railways website, www.irctc.co.in as the game changer in the category. Air ticketing which was considered a luxury soon became affordable because of the online presence of travel and the airline industry recognizing the increase in demand that was to follow.

Khare and Khare (2010) [21], conducted research on the usage of the internet in the tourism industry. The research was conducted in two phases. The first phase was exploratory in nature; the focus group technique was adopted to ascertain the variable and constructs of the study. They found that the use of the internet has been growing in India among tourists however they make use of the internet for the search of information for decision making however they lack trust in the internet for financial transactions. The respondents were the customers of the travel agencies.

Research Gap Identified

After this comprehensive study and analysis of the various research papers, thesis, articles, and other kinds of facts, the researcher analyzed that several studies and experiments are being made in the field of offline and online digitalized modes of traveling platforms. But study about in the field of such online and offline modes of travel arrangements in the industry are rarely being made. As in Rajasthan state, itself the tourism culture is vary diversified so the arrangements and the facilities provisions too. Therefore, with help of this research, an attempt will be made to explore whether there had been any study to establish the relationship between the offline or online digitalized arrangements protocols and procedures with consumers' awareness, Tourism agencies' challenges in respect to digital pricing system and facility provision.

---

[21] Khare, A. and Khare, A., Travel and tourism industry yet to exploit the Internet fully in India, Journal of Database Marketing & Customer Strategy Management (2010) Volume 17**,** pp. 106 – 119, 2010.

Present Study

Statement of Problem

A problem statement is a short description of the issues that need to be addressed by a problem-solving entity and should be presented (or created by) before the researcher tries to solve a problem. After an extensive literature review researcher identified that digitalized and offline practices are involved in the travel industry and consumer awareness but the way it is implemented and the impact or outcome of such practices adopted by the travel industry are not carried out in Rajasthan. Hence pursuing the gap researcher formulated the research problem as: **"A study on Consumer awareness and challenges associated with Dynamic Pricing in travel Industry".**

Significance / Rational of the Study

This research will be helpful to improve the travel and tourism system along with the gaps in modern and traditional traveling mechanisms. This also includes eminent respondents of different ages, gender, and education streams and will help trace out the flaws in the existing traveling patterns and mechanisms and will also suggest remedial measures for its improvement.

Objectives of the Study

The purpose of this study is to identify how offline travel agencies and online portals are transforming by integrating 21st-century digital technology. In order to conduct research, the objectives of the research study are important elements as provide direction to investigate the variables. It should be clear, concise, and declarative statements. A pre-defined objective reduces the in the stage of time and effort required in conducting the research. The objectives of this research study are as follows:

Primary Objective

1. To identify and analyze the measures of consumer awareness and challenges associated with offline traveling solution digital intervention of dynamic pricing in the travel industry.

Secondary Objective

1. To study the level of ease by using traditional offline and online digital traveling solution methods regarding adoption by consumers.
2. To study the level of consumer satisfaction over adopting traditional offline and online digital traveling solution methods.
3. To study the level of consumers' traveling companionship over considering the traditional offline and online digital traveling solution methods.
4. To analyze and identify the effect or impact of the traditional offline and online digital traveling solution methods over consumer satisfaction and facilities preferences
5. To suggest some effective implication strategies of offline and online practices in modern world traveling mechanisms.

Hypotheses / Research questions

A hypothesis is a suspicion or proposed clarification about how two or more variables are connected. The hypothesis is a tentative generalization. According to **Lungberg** "A hypothesis is a tentative generalization the validity of which remains to be tested. In its most elementary stage, the hypothesis may be any hunch, guess, an imaginative idea which becomes the basis for further investigation." It is a pivotal stride in the exploratory technique and, along these lines, an imperative part of all scientific research. To achieve the objectives of this research, the following hypotheses have been formulated:

H_{01}: There is no significant relationship between consumer awareness and travelling preference with the online travelling solution

H_{02}: There is no significant relationship between consumer awareness and travelling preference with the offline travelling solution

H_{03}: There is no significant relationship between consumer satisfaction and travelling companionship with the online travelling solution

H_{04}: There is no significant relationship between consumer satisfaction and travelling companionship with the offline travelling solution

H_{04}: There is no significant effect or impact of the offline or online travelling solution on consumer satisfaction and ease of travelling.

Research Methodology

Research Design

The research design refers to the overall strategy that the researcher chooses to integrate the different components of the study in a coherent and logical way, thereby, ensuring an effective address of the research problem; it constitutes the blueprint for the collection, measurement, and analysis of data. The present study adopts an Exploratory, Analytical & Descriptive approach wherein there is a need to gather a large amount of information before making a conclusion.

In this study, Exploratory research was conducted for a offline and online digitalized traveling problem that has not been studied more clearly, intended to establish priorities, develop operational definitions and improve the final research design.

In terms of Analytical research, this study is primarily concerned with testing different hypotheses concerned with several parameters. Where it specifies and interprets relationships, by analyzing the facts or information already available.

However, Descriptive research is used to describe the characteristics of traveling solution systems and the consumers and the level of the phenomenon being the traveling solution is being implemented and adopted.

Universe

The universe for this study is infinite and in the infinite universe, the number of items used to be uncertain and nonspecific by nature. Therefore, this research covers the Rajasthan state major cities for the studies that is Ajmer, Kota, Jaipur, Jodhpur and Udaipur.

Sampling Unit

All the online traveling portals and offline traveling solution providers and agencies along with the associated customers have been considered as sampling unit for the purpose of the study.

Sampling Frame

Meanwhile, in the terms of the population of Rajasthan of 5 major cities travel agencies

and online portals and their consumers mainly will cover the entire Rajasthan.

Sample/ Participants

Initially, to determine the actual population size of online portals and offline traveling solution agencies, digital portals are very few but effective in the market in the term of marketing strategies and tactics. So that the researcher will consider all possible and popular online traveling portals. Whereas, offline traveling solution providers are quite in numbers and some of the agencies are not on the records properly but they are also providing value for money type deals to their customers.

So, the formula applied for unknown large population size in the study is:

$$n = [(z^2 * p * q) + ME^2] / (ME^2)$$

Where,

$$p = 0.5 \text{ and } q = 1-0.5$$

To determine the sample size, the margin of error with plus or minus 4% and a confidence level of 95% is to be identified. For the specification of the margin of error, it is represented as 0.04. Similarly, the confidence level would be represented as 0.95.

So, Alpha will be

$$\text{Alpha} = 1-0.95 = 0.05$$

To calculate the critical standard score (z) we need to calculate the cumulative probability (cp).

So, value of cp will be

$$cp= 1-alpha/2 = 1-0.05/2 = 0.975$$

For value of critical standard score (z) we have to use the distribution of the standard score which has the mean of zero and a standard deviation of 1.

On putting all these value on the Normal Calculator:

value of cumulative probability = 0.975,

mean = 0 and

standard deviation = 1

The value of (z) is 1.96 (http://www.easycalculation.com/statistics/z-criticalvalue.php)

We assume that the population proportion (p) is 0.75 therefore (q) = 1-0.75= 0.25

$$n = [(z2 * p * q) + ME2] / (ME2)$$

$$= [(1.962* 0.75 * 0.25) + (0.04)2]/ (0.04)2$$

$$= [(3.8416 * 0.75 * 0.25) + (0.0016)] / (0.0016)$$

$$= (0.7203+0.0016) / 0.0016$$

$$= 451.1875$$

Therefore, the researcher would be required to survey at least 452 respondents by using simple random sampling. But to make it more accountable 500 respondents have been considered for refined results.

Similarly, for unknown customers, the same calculation will be considered and the total number of customers will be 500 again.

Data Collection

The present study is quantitative as well as in qualitative data in nature which will be converted into quantitative afterword and secondary data used for the purpose of analysis. Both primary and secondary data from the travel agencies and consumers were utilized to get information pertaining socio-economic profile of respondents.

i. Primary Data

The primary data will be collected from
respondents in the form of a random selection survey, where 2 different questionnaires will be drafted. The first one would be for a Travel solution provider and the second

questionnaire will be for current customers which they will respond towards.

ii. Secondary Data

Secondary data was collected through the various government and non-government institutions' websites and records and public information systems with the help of the right to information Act.

iii. Procedure

Initially, the researcher will develop the testing questionnaire for the pilot study and after the expert recommendation and validation test a complete survey or scheduling procedure will be opted by the researcher for collect the data accordingly

Data Analysis / Discussion

The collected data will be was analyzed with the help of statistical techniques with help of latest statistical analysis software like SPSS Ver.25, Systat13.2 and R (statistical computing language) etc. The data will be analyzed using an independent t-test, z-test, ANOVA, Chi-square test, and factor analysis.

Limitations & Delimitations

Limitations of the Study:

1. The proposed study is confined to Rajasthan, considering the time and cost constraints.
2. Limited reports, research papers, and study reports are available.
3. Less availability of technically upgraded and conscious traveling solution and the cause of transparency of the system which is working on the traditional concepts of traveling.
4. In-depth Information may not be provided by the online portals or by the offline traveling agencies.
5. Less availability of documents on technical issues.
6. Limited finance and time resources with the researcher.
7. Lack of adequate secondary sources.
8. Sustainability issues pertaining to the institutions.

Delimitations of the Study:

1. The study will be conducted on popular Online traveling solution portals, offline traveling solution agencies, and their current customers only.
2. The study was confined to Ajmer, Kota, Jaipur, Jodhpur and Udaipur only.
3. The study was delimited only to the variable under study.

Work Plan of the Research

The Research Plan Schedule for this research is as follows:

Table 6.1								
Tentative Research Plan Schedule								
Phase		2022	2023		2024		2025	
		Oct - Dec	Jan - Jun	Jul - Dec	Jan - Jun	Jul - Dec	Jan - Jun	Jul - Dec
1	Comprehensive Literature Review	<----	----	----	---->			
2	Pilot Questionnaire Development		<----	------	---->			
3	Pilot Study		<----	------	---->			
4	Final Questionnaire Development		<----	------	---->			
5	Survey & Data Collection		<---	------	-----	---->		
6	Data Analysis & Interpretation			<---	-----	---->		
7	Data-based Hypothesis Testing			<---	-----	---->		
8	Thesis Writing				<---	-----	---->	
9	Pre-submission of Thesis					<---	-->	
10	Final Submission of Thesis						<---	--->

The above table is the tentative schedule for the entire research plan. Over the entire research period most probably it would be followed.

Tentative Chapter Scheme

There is a tentative chapter scheme for thesis writing, where 10 chapters would be present. These are as follows:

- Chapter One: Travelling Solution & Digital Intervention Practices in India: An Overview
  - Introduction of Travel Industry: Global & Indian Perspective
  - Conceptual Framework
- Chapter Two: Literature Review
- Chapter Three: Research Methodology
  - Research Methodology
  - Data Analysis and Interpretation
  - Hypothesis Significance Check
- Chapter Four: Research Findings
- Chapter Five: Research Conclusion & Suggestions
  - Conclusion of Research
  - Suggestions & Recommendations
  - Further Scope of the Study
- Annexure - I: References
- Annexure - II: Sample Questionnaire
- Annexure – III: Published Research Papers

References

[1] Talwar, S., Dhir, A., Kaur, P. and Mantymaki, M., Barriers toward purchasing from online travel agencies. International Journal of Hospitality Management, Volume 89, 2020.

[2] Tao, W., Li, L., Chen, C., Chen, Z. and Wen H., When Online Meets Offline: Exploring Periodicity for Travel Destination Prediction. SIGIR '22, July 11–15, 2022, Madrid, Spain,2022.

[3] Cassia, F., Castellani, P., Rossato, C., & Baccarani, C., Finding a way towards high-quality, accessible tourism: the role of digital ecosystems. TQM Journal, 33(1), 205–221, 2021. https://doi.org/10.1108/TQM-03-2020-0062

[4] Stienmetz, J., Kim, J. (Jamie), Xiang, Z., & Fesenmaier, D. R., Managing the structure of tourism experiences: Foundations for tourism design. Journal of Destination Marketing and Management, 19, 2021. https://doi.org/10.1016/j.jdmm.2019. 100408

[5] Cahyadi, H. S., & Newsome, D., The post COVID-19 tourism dilemma for geoparks in Indonesia. International Journal of Geoheritage and Parks, 9(2), 199–211, 2021. https://doi.org/10.1016/j.ijgeop.2021.02.003

[6] Sánchez, M. S. O., Castro-Serrano, J., & Robina-Ramírez, R., Stakeholders' participation in sustainable tourism planning for a rural region: Extremadura case study (Spain). Land, 10(6), 2021. https://doi.org/10.3390/land10060553

[7] Ma, S., He, Y., & Gu, R., Joint service, pricing and advertising strategies with tourists' green tourism experience in a tourism supply chain. Journal of Retailing and Consumer Services, 61, 2021. https://doi.org/10.1016/j.jretconser.2021.102563

[8] Purnomo, A., Idris, I., & Kurniawan, B., Understanding local community in managing sustainable tourism at Baluran National Park - Indonesia. Geojournal of Tourism and Geosites, 29(2), 508–520, 2020. https://doi.org/10.30892/gtg.29210-485

[9] Chimirri, D., Collaborative configurations of tourism development: a Greenlandic

example. Journal of Tourism Futures, 6(1), 24–39, 2020. https://doi.org/10.1108/JTF-01-2019-0006

[10] Zemła, M., Reasons and consequences of overtourism in contemporary cities-Knowledge gaps and future research. Sustainability (Switzerland), 12(5). 2020. https://doi.org/10.3390/su12051729

[11] Talwar, S., Dhir, A., Kaur, P. and Mantymaki, M., Barriers toward purchasing from online travel agencies. International Journal of Hospitality Management, Volume 89, 2020.

[12] Parga Dans, E., & Alonso González, P., Sustainable tourism and social value at World Heritage Sites: Towards a conservation plan for Altamira, Spain. Annals of Tourism Research, 74, 68–80,2019. https://doi.org/10.1016/j.annals.2018.10.011

[13] Perkumienė, D., & Pranskūnienė, R., Overtourism: Between the Right to Travel and Residents' Rights. Sustainability, 11(7), 2138, 2019 https://doi.org/10.3390/su11072138

[14] Arora, S., Customer Behaviour- Online Travel Industry in India. Socio Economic Challenges, Volume 3, Issue 1, 2019. https://doi.org/10.21272/sec.3(1).90-98.2019.

[15] Chang, Y.W., Hsu, P.Y. and Lan, Y.C., Cooperation and competition between online travel agencies and hotels. Tourism Management, Volume 71, pp. 187-196, 2019.

[16] Van der Rest, J.-P.I., Cordella, P., Loosschilder, G., Schwartz, Z., Connecting search marketing to hotel revenue management: conjoint analysis as a methodology to evaluate the optimal online travel agency commission fee. Serv. Sci. 8, 2016. https://doi. org/10.1287/serv.2016.0137.

[17] Dahiya, K.S. and Batra, D.K., Travel industry selecting between online and offline mode. International Journal of Scientific and Research Publications, Volume 6, Issue 9, pp. 694-701, 2016.

[18] Begum Zafreen, E-retailing- A case study of online Travel industry of India.

International Journal of Research in Science and Technology, 1(1), 50-54, 2014.

[19] Smaranda, C., Carman, N., Marius, B. and Mihaela, T., Comparison between online and offline tourism using association techniques, JEL classification: L83, 2014.

[20] E & Y, Rebirth of E-commerce in India. Retrieved from https://www.ey.com/Publication/vwLUAssets/Re-birth_of_e-Commerce in India / $ FILE / EY_RE BIRTH_OF_ECOMMERCE.pdf, 2012.

[21] Khare, A. and Khare, A., Travel and tourism industry yet to exploit the Internet fully in India, Journal of Database Marketing & Customer Strategy Management (2010) Volume 17, pp. 106 – 119, 2010.

Signature of Research Scholar Signature of Research Supervisor